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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.COM., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
III	PART - III	CORE-6	U23BA306	PRINCIPLES OF MARKETING

Date & Session: 12.11.2024 / AN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Who is the Father of Modern Marketing? a) Philip Kotler b) Peter F Drucker c) Abraham Maslow d) Raymond Kroc
CO1	K2	2.	The term "Marketing" refers to? a) Promotion of the product b) Focusing on sales and profit c) Strategizing and implementing the organization process d) Set of activities to deliver customer value and satisfaction
CO2	K1	3.	Which of the following is a benefit to a business of segmenting a market? a) Increased risk of making inaccurate business decisions b) Market segments are always very easy to reach c) High sales levels are guaranteed d) The business is more likely to generate sales from its products
CO2	K2	4.	Which of the following is a type of segmentation based on how much a customer earns? a) Lifestyle b) Age c) Location d) Income
CO3	K1	5.	Which one is not a part of the 4 Ps? a) Product b) People c) Price d) Place
CO3	K2	6.	While setting the Price of a Product, marketers a) Select the pricing objective b) Estimate demand c) Analyse competitors cost, offers and prices d) All of the above
CO4	K1	7.	Which of these are not elements of promotion? a) Sales Promotion b) Personal Selling c) Advertising d) Public Networking
CO4	K2	8.	Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms? a) Business marketing channels b) Customer marketing channels c) Service marketing channels d) Direct marketing channels

CO5	K1	9.	The strategy was developed by the visionary chief executive in which mode of strategic management? a) Planning mode c) Adaptive mode	b) Strategic mode d) Entrepreneurial mode
CO5	K2	10.	Which of the following is the correct depiction of Digital Marketing? a) E-mail Marketing c) Web Marketing	b) Social Media Marketing d) All of the above
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)	
CO1	K3	11a.	Identify the function of marketing.	(OR)
CO1	K3	11b.	Discover the evolution of marketing concepts.	
CO2	K3	12a.	Manipulate the benefits of market segmentation.	(OR)
CO2	K3	12b.	Write the criteria for segmentation.	
CO3	K4	13a.	Discover the marketing mix.	(OR)
CO3	K4	13b.	Inspect the factors of pricing.	
CO4	K4	14a.	Discover the kinds of advertising media.	(OR)
CO4	K4	14b.	Classify the sales promotions.	
CO5	K5	15a.	Evaluate the marketing ethics.	(OR)
CO5	K5	15b.	Appraise the E marketing, M marketing.	

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)	
CO1	K3	16a.	Identify the importance of marketing.	(OR)
CO1	K3	16b.	Manipulate the classification of marketing.	
CO2	K4	17a.	Discover the types of segmentation.	(OR)
CO2	K4	17b.	Inspect the consumer buying decision process.	
CO3	K4	18a.	Classify the pricing.	(OR)
CO3	K4	18b.	Discover the 4p's of marketing.	
CO4	K5	19a.	Different between traditional media vs digital media.	(OR)
CO4	K5	19b.	Evaluate the channels of distribution for consumer goods.	
CO5	K5	20a.	Decide the recent trends in marketing.	(OR)
CO5	K5	20b.	Interpret the social responsibilities in marketing.	